

**Abstract**

A method of producing a printed substrate so as to improve the adhesion, colorfastness and washfastness of either reactive or acid dye-based ink jet inks printed  
5 onto the substrate, the method includes the steps of providing a substrate, treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, a fabric softener, treating the substrate of step with an imbibing aqueous solution of either urea, and an ingredient selected from sodium bicarbonate, sodium carbonate or combinations thereof, or ammonium sulfate, drying the substrate, printing on  
10 the substrate with either an acid or reactive dye-based ink, depending on the coating and post treating the printed substrate.